Code No: 744AB

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, December - 2019
CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3hours   Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A   **5 × 5 Marks = 25**

1.a)   What do you understand by Touch Point Analysis?   [5]
  b)   How customer value is important to business?   [5]
  c)   Give examples of customer's defection from your surroundings.   [5]
  d)   Write short note on emotional bonding.   [5]
  e)   Discuss the advantages of data mining.   [5]

PART - B   **5 × 10 Marks = 50**

2.a)   Write short note on CRM.
  b)   Explain the Functionality of Touch Point Analysis.   [5+5]
                                                    OR
3.a)   How did CRM evolved?
  b)   Explain how CRM helps in understanding the customer's views?   [5+5]

4.a)   What is meant by Lifetime customer value?
  b)   Is there any difference between cost-volume profit analysis and base profit analysis, if yes, what?   [5+5]
                                                    OR
5.   What do you mean by customer defection? What drives the customer defection?   [10]

6.   Explain the CRM process with relevant examples.   [10]
                                                    OR
7.   Discuss with examples CRM roadmap for business applications.   [10]

8.a)   What do you mean by customer retention strategy?
  b)   Describe the keys of customer retention.   [5+5]
                                                    OR
9.a)   Define customer acquisition. Discuss the reason for customer acquisition.
  b)   Describe in detail various strategies for customer acquisition.   [5+5]

10.   What are the functional and technical requirements for CRM solutions? Explain.   [10]
                                                    OR
11.   Explain the role of data warehousing and data mining in CRM.   [10]

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